



WDAF-TV

ZENKAN

DER

Print Date 09/13/12

Page 1 of 3

Flight Dates 09/12/12-09/19/12

Contract / Revision 574177 / JAY NIXON 4 GOV

Order Sep 00:15:00

## Product

**Estimate #**

Contract / Revision 574177 / JAY NIXON 4 GOV

Alt Order # 09815399

Original Date / Revision      Agency Com      15%  
09/13/12      09/13/12      -      -

Billing Type Cash

Advertiser Nixon, Jay/D/MO/Governor      1600 Locust Street  
Philadelphia PA 19103

Order Type      GENERAL

Agency    Campaign Group

### Demographic A35+

Buying Contact Sales Office DC-M  
1600 Locust Street Sales Region NAT  
Philadelphia, PA 19103 Agency Ref

Rev Codes SP-POI PLC GEN

Primary Account Executive

Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 27% Market Value 71222

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	21366
KCWE	%	0
KMBC	27%	19230
KMCI	%	0
KPXE	%	0
KSHB	16%	11395
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	35	\$16,345.50	\$19,230.00	0.00	08/27/12	09/19/12	35	\$16,345.50	\$19,230.00
Totals	35	\$16,345.50	\$19,230.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots	Amount
1	4	09/15/12	09/15/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$225.00			0.00					
2	4	09/16/12	09/16/12	Su 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S	:30	2	\$150.00	2	0.00	NM	2	\$300.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S		2	\$150.00			0.00					
3	4	09/15/12	09/15/12	Sa 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-----S-	:30	1	\$225.00	2	0.00	NM	1	\$225.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1	\$225.00			0.00					



WDAE-TV

Print Date: 09/13/12

Page 2 of 3

Contract / Revision 574177 Flight Dates 09/12/12-09/19/12

### **Hiatus Dates**

Original Date / Revision 09/13/12 / 09/13/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOV

**Estimate #**



WDAF-TV

Print Date: 09/13/12

Page 3 of 3

Contract / Revision 574177 Flight Dates 09/12/12-09/19/12

Hiatus Dates

Original Date / Revision 09/13/12/ 09/13/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOV

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 14	4	09/17/12	09/19/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	MTW----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MTW----		2				\$750.00		0.00				
E 15	4	09/17/12	09/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	MTW----	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MTW----		2				\$750.00		0.00				
16	4	09/12/12	09/14/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--WTF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		1				\$750.00		0.00				
17	4	09/12/12	09/14/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	--WTF--	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		2				\$750.00		0.00				
E 18	4	09/17/12	09/19/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	MTW----	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MTW----		1				\$750.00		0.00				
19	4	09/15/12	09/15/12	Sa 10-1030p Sa 10-1030p	CM-All	10-1030p	-----S-	:30	1	\$630.00	2	0.00	NM	1	\$630.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S-		1				\$630.00		0.00				
20	4	09/12/12	09/14/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--WTF--	:30	2	\$250.00	2	0.00	NM	2	\$500.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--WTF--		2				\$250.00		0.00				
E 21	4	09/17/12	09/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	MTW----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	MTW----		1				\$250.00		0.00				
22	4	09/16/12	09/16/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	-----S		1				\$750.00		0.00				
23	4	09/12/12	09/12/12	X Factor Wednesday FOX X Factor	CM-All	7-9p	--W----	:30	1	\$1,800.00	3	0.00	NM	1	\$1,800.00	
X FACTOR																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	--W----		1				\$1,800.00		0.00				

Totals 35 \$19,230.00